



Contra
Costa
County

Print Form

Please return completed applications to:
Clerk of the Board of Supervisors
1025 Escobar Street, 1st Floor
Martinez, CA 94553
or email to: ClerkofTheBoard@cob.cccounty.us

BOARDS, COMMITTEES, AND COMMISSIONS APPLICATION

First Name **Middle Initial** **Last Name**

Home Address - Street **City** **State** **Postal Code**

Primary Phone (best number to reach you) **Email Address**

Resident of Supervisorial District (if out of County, please enter N/A): [District Locator Tool](#)

Do you work in Contra Costa County? Yes No **If Yes, in which District do you work?**

Current Employer **Job Title** **Length of Employment**

How long have you lived or worked in Contra Costa County?

Board, Committee, or Commission **Seat Name**

Have you ever attended a meeting of the advisory board for which you are applying?
Please check one: Yes No **If Yes, how many?**

EDUCATION

Check appropriate box if you possess one of the following:

High School Diploma CA High School Proficiency Certificate G.E.D. Certificate

Colleges or Universities Attended	Degree Type/ Course of Study/Major	Degree Awarded	
Brigham Young University	BA, International Relations/Spanish	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Thunderbird School of International Management	MBA	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No

Occupational Licenses Completed:

Other Trainings Completed: **Certificate Awarded for Training?** Yes No

Certificate Awarded for Training? Yes No

Do you have any obligations that might affect your attendance at scheduled meetings? Yes No

If Yes, please explain:

Would you like to be considered for appointment to other advisory bodies for which you may be qualified? Yes No

Are you a veteran of the U.S. Armed Forces? Yes No

Please explain why you would like to serve on this particular board, committee, or commission.

As an educator, I am particularly interested in conservation and preservation of natural resources important for the health and quality of life for current and future generations. As a social innovation consultant, I am aware that for larger scale impact, working with public and private sectors is critical. Hence my strong interest in volunteering for this agency (OR others where my expertise can contribute).

Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume).

I am including a copy of my resume for further detail. At a higher level, and why I believe I could contribute to this volunteer appointment, is that I have had a very varied professional career, which lends itself to working with many different audiences and populations, employing the skill of persuasion and seeking to find agreement, with a solution that fits most.

With a background in business, I seek to listen to constituents and find efficacious solutions. With my experience in social innovation, I seek new opportunities and ways to meet the needs and landscape of the task at hand. As such, I seek to accomplish more with limited resources.

This combination, I would hope, could be helpful in the endeavors of CCRCD.

I am including my resume with this application:

Please check one: Yes No

Are you currently or have you ever been appointed to a Contra Costa County advisory board?

Please check one: Yes No

If Yes, please list the Contra Costa County advisory board(s) on which you are **currently** serving:

If Yes, please also list the Contra Costa County advisory board(s) on which you have **previously** served:

List any volunteer and community experience, including any boards on which you have served.

This is expanded upon in my attached resume. In brief my current board positions include Board Chair of AnewAmerica, an organization that works with communities to create economic opportunities for minorities and immigrant communities. We run the Women's Business Centers for the SBA in Oakland and San Jose. I am also on the Board of the Alamo Improvement Association (AIA), and Committee Chair of the Sustainability and Tree Committee.

Do you have a familial relationship with a member of the Board of Supervisors? (Please refer to the relationships listed under the "Important Information" section on page 3 of this application or Resolution No. 2021/234).

Please check one: Yes No

If Yes, please identify the nature of the relationship:

Do you have any financial relationships with the county, such as grants, contracts, or other economic relationships?

Please check one: Yes No

If Yes, please identify the nature of the relationship:

I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and understand that all information in this application is publicly accessible. I understand and agree that misstatements and/or omissions of material fact may cause forfeiture of my rights to serve on a board, committee, or commission in Contra Costa County.

Signed: Derene Allen

Date: Sept 23, 2024

Submit this application to: ClerkofTheBoard@cob.cccounty.us **OR** Clerk of the Board
1025 Escobar Street, 1st Floor
Martinez, CA 94553

*Questions about this application? Contact the Clerk of the Board at (925) 655-2000 or by email at
ClerkofTheBoard@cob.cccounty.us*

Important Information

1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: 1) file a Statement of Economic Interest Form also known as a Form 700, and 2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2021/234, a person will not be eligible for appointment if he/she is related to a Board of Supervisors' member in any of the following relationships: (1) Mother, father, son, and daughter; (2) Brother, sister, grandmother, grandfather, grandson, and granddaughter; (3) Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter; (4) Registered domestic partner, pursuant to California Family Code section 297; (5) The relatives, as defined in 1 and 2 above, for a registered domestic partner; (6) Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.

DERENE ALLEN

San Francisco Bay Area

SUMMARY

Senior Level Nonprofit/Social Enterprise Executive/Educator

Derene Allen is an experienced change agent, comfortable with complexity and challenge, having held senior leadership positions in both for profit and nonprofit organizations. Derene is currently consulting as a Growth and Innovation Strategist for various Education, Social Good and Climate Change Organizations. Additionally, she is a Board Member, Adviser, and Adjunct Professor.

She held the position of Executive Director at the Ignite Institute at the Pacific School of Religion in Berkeley, responsible for creating innovative values-based post-graduate leadership programs for individuals in the social and economic innovation sectors. Prior to that, she was a Principal at Santiago Solutions Group, responsible for working with clients on identifying business growth opportunities from multicultural audiences. She also worked with clients to identify growth opportunities by linking for profit organizations with community opportunities, demonstrating measurable results through increased brand trust, advocacy and customer retention. She has devised social enterprise, fundraising and volunteer recruitment strategies for nonprofit clients resulting in increased earned income and a many-fold increase in volunteer participation, particularly from the multicultural communities. Clients have included Verizon, Johnson & Johnson, Health Net, Blue Shield of California, AARP, UNICEF and Catholic Charities.

Prior to Santiago Solutions Group, Derene launched and managed the San Francisco worker owned cooperative for the nonprofit, WAGES (Women's Action to Gain Economic Security, now Prospera), a social enterprise creating healthy, dignified jobs for low-income Latinas during the "great recession". She is also a successful international entrepreneur, comfortable in high growth, highly volatile environments, having co-founded a database marketing company in 4 countries in Latin America. Derene began her professional career with the Latin American division of American Express.

Derene is passionate about working with underserved communities. She is on the Board of AnewAmerica, a microenterprise nonprofit providing entrepreneurship training and technical assistance to low-income communities for economic and social empowerment and is a mentor in the Miller Center for Social Entrepreneurship at Santa Clara University.

Derene is an Adjunct Professor at the University of San Francisco teaching Entrepreneurship and Innovation, Elevator Pitch and Business Plan Presentation, an Instructor at UC Berkeley Extension's Entrepreneurship Certificate Program, and an Adjunct Professor at Diablo Valley College teaching Business and Entrepreneurship.

Derene is comfortable in the board room, in the classroom as well as addressing employee and community groups, and "in the trenches". She is trilingual in English, Spanish and Portuguese.

EDUCATION

MBA in International Management, Thunderbird School of Global Management, Glendale, AZ
Bachelor of Arts in International Relations and Spanish, Brigham Young University, Provo, UT

CHRONOLOGICAL PROFESSIONAL EXPERIENCE

SOCIAL INNOVATOR

June 2019-Present

SOCIAL INNOVATION STRATEGIST/BOARD MEMBER/ADVISER/ADJUNCT PROFESSOR, Bay Area, California

Work with a variety of organizations in employing systems thinking for social systems, with a focus on growth, increased social impact, efficiencies and earned income strategies. Clients include Educational institutions, nonprofits, social enterprises, B-Corps and entrepreneurs. Skilled facilitator for Board retreats and Planning sessions.

IGNITE INSTITUTE, PACIFIC SCHOOL OF RELIGION (PSR), Berkeley, California

October 2016-May 2019

Interim Executive Director/Executive Director/Co-Executive Director

An Encore Fellow, placed at the Ignite Institute, the leadership and innovation lab at PSR, responsible for developing visionary socially responsible leaders by bridging ancient wisdom and disruptive innovation through the creation of innovative post-graduate educational programs through a collaboration of faculty from Silicon Valley, Design Thinkers from Ideo and Theologians from the Pacific School of Religion. All programs were tasked with increasing earned income for the Academy. The Ignite Institute is the steward of the relationship with Ashoka U for the Pacific School of Religion.

SANTIAGO SOLUTIONS GROUP, San Francisco, California

March 2011-Sept 2016

Principal, Social Practice, Research & Advanced Analytics, Multicultural Growth Consultancy

Managed and Lead Social Practice for Multicultural Growth Consultancy. Developed and implemented Social strategies that drive business growth for corporate clients as well as earned income strategies for nonprofits, designed to achieve growth from the multicultural markets. Incorporated social metrics into Corporate Dashboards and earned income metrics into Nonprofit Dashboards. Designed customer experience evaluation, research and analytics projects to gather needed insights for identification and prioritization of business growth and marketing strategies. Clients included AARP, Verizon, Health Net, Catholic Charities, Teasdale Quality Foods and PepsiCo among others.

WAGES (Women's Action to Gain Economic Security, now Prospera)

June 2008-February 2011

General Manager, San Francisco Social Enterprise and Co-op Business Adviser

Responsible for launching and managing WAGES' most successful eco-friendly cleaning cooperative (social enterprise for those with barriers to employment) in San Francisco, with results 30% higher than any other previously launched co-op, while developing a replicable cooperative model to assist WAGES in furthering its non-profit mission of creating healthy, dignified jobs for low-income women. Responsible for managing the strategic alliance with Seventh Generation, liaising with community based organizations, other special interest groups and the press to advance the social justice and workforce development mission.

SANTIAGO SOLUTIONS GROUP, San Francisco, California

May 2001-June 2008

Managing Partner, Multicultural Marketing & Business Strategy

Managed and Lead Marketing and Strategy practice of up to 50 consultants. Responsible for New Business Development, Client Servicing, Project Management and Strategy Design in multicultural (for U.S. Hispanic, African American, Asian American and LGBT) markets for corporate clients across industry sectors. Clients include Johnson & Johnson, HP, American Express, AARP, Nestle, Campbell's Soup, CCM (Tecate/Dos Equis/Sol), Humana.

FIERA.COM, INC., San Diego, California**1999-2001****General Manager/US Hispanic Market**

Launched bi-lingual e-commerce site to US Hispanic Market, with expansion into general US market. Responsible for Sales and Marcom as well as defining site functionality, merchandising, customer service requirements. Media spokesperson for Fiera.com in the US market.

MARKETING CONSULTANT AND ADJUNCT UNIVERSITY PROFESSOR**1995-1999****Monterrey, Mexico and Lima, Peru**

Tec of Monterrey (ITESM) in Mexico, the country's largest private university, and the University of Lima and ESAN, top ranking University and Graduate Business Institution in Peru. Created and taught International Negotiations, International Marketing, Direct Marketing and Loyalty Marketing courses to undergraduate and post-graduate students. Consistently ranked among top 3% of all professors according to student evaluations.

OTHER ENTREPRENEURIAL AND CORPORATE EXPERIENCE**THE INNOVA GROUP, INC., Miami, Florida, Co-founder**

Started this Database Marketing company. Serviced international clients such as Johnson & Johnson, Procter & Gamble, Dannon, Philips, Avon, Nestle, L'Oreal and Unilever. Expanded services to 4 countries in Latin America in 5 years and grew staff to 200.

AMERICAN EXPRESS TRS COMPANY, Miami, Florida, Director of Marketing, Market Research and Strategic Planning

Managed budget of over US\$ 5 million, covering strategic planning, new product development, advertising and marketing activities in more than 40 countries in Latin America and the Caribbean, in 3 different languages. Supervised staff of 15.

NONPROFIT/BOARD COMMITMENTS

- Board Member, AnewAmerica, micro-enterprise training and incubator for low-income communities, 2011-Present.
- Board Member, Alamo Improvement Association (AIA), a community organization that stewards and promotes a sense of local community in Contra Costa County, 2019-Present.
- Board Member, Social Enterprise Alliance, San Francisco Bay Area Chapter, 2011-2020.
- Volunteer Account Director for Strategy and Marketing Projects, TAPROOT Foundation, largest nonprofit consulting firm in the U.S., 2009.
- Recent past Board member of San Diego MANA, largest non-profit Latina leadership organization in San Diego. Marketing Director responsible for developing fundraising strategies for the middle school youth mentor program, grant writing and creating new educational programs for professional Latinas, partnering with Hispanic Chamber of Commerce.

TEACHING

- Adjunct Professor, Diablo Valley College, School of Business teaching Entrepreneurship, Small Business Management, Ethics, Intro to Business, Customer Service, 2022 - Present
- Adjunct Professor, University of San Francisco, Silicon Valley Immersion Program, Social Entrepreneurship & Innovation, Elevator Pitch & Business Plan Presentation, 2006 – Present.
- Instructor, UC Berkeley Extension, Certificate of Entrepreneurship, 2016-Present
- Lecturer, St. Mary's College, Executive MBA Program, Hybrid (Online/Face-to-Face), Marketing Management, 2014-2015
- Mentor, Global Social Benefits Institute, Miller Center, Santa Clara University, 2015-Present
- Certified Instructor of Entrepreneurship, NxLevel. Teach micro-entrepreneurship course in Spanish for CEMAB (Bay Area Mexican Entrepreneurship Council) & Citibank, 2008.
- Volunteer Instructor, Women's Initiative for Self Employment, non-profit promoting entrepreneurship among low-income women, San Francisco, 2006. SuccessLink Advisor for program graduates in Spanish, 2007.

LANGUAGES

Fluent in English, Spanish and Portuguese.